**Media Contact:**

Name

Organization

Email address

Phone number

**FOR IMMEDIATE RELEASE**

# Headline goes here. Do not initial caps.

Subhead goes here with additional description

**Month XX, YYYY (CITY/TOWN, Va.)** - For a traditional press release, use inverted pyramid style with the most important information included in this first paragraph. Since this press release is about an event, the logistical information (what, where, when) will be important to share very early in the story, as well as announcements about special guests or speakers.

The second paragraph should expand upon the crucial information you included in the first paragraph. You may also use this paragraph to share the next-most important information if you were unable to fit it in the first paragraph. For example, if an event is a conference or luncheon, you could list prominent individuals scheduled to speak, cost to attend or RSVP instructions.

“The third or fourth paragraph is a good place to include a quote,” said Jane Doe, Administrator for Town. “A best practice for quotes is to reiterate the point of the story, adding another layer of insight or perspective. For events, this quote is a good opportunity for the speaker to express excitement for the event and appreciation for the speaker’s appearance.”

You can include more important details about the event in the next paragraph. Depending on the event, you could consider adding a bulleted list. For example, if there are multiple facets of the event, you can put them in a schedule format here:

* 12 p.m. – Networking
* 12:15 p.m. – Welcome & introductions
* 12:20 p.m. – Guest speaker
* 12:50 p.m. – Conclusion

Assume that you have lost many of your readers by this point in the press release. Any information shared here should only be supportive – not crucial – to the main idea of the story. However, readers who reach this part of the press release are likely to be more invested and therefore will appreciate additional details you can provide.

**This is where your Main Street Boilerplate text will go**

*The boilerplate for Your Main Street should share general information about the organization. That can include your mission, location, successes and history. You can also include the URL for your website, contact information and social channels.*

# # #